

## **GEOWX State Outreach Plan 2010-2011**

The GEO intends to make Colorado a national leader in providing energy efficiency measures to residents that need utility bill savings the most. Effective outreach to potential clients will be imperative as we move forward.

### **The GEO WX Outreach Plan**

The GEO has contracted with Vladimir Jones to provide marketing and outreach services for GEO programs. Specifically, the marketing firm team will provide advertising and media services, create and manage a centralized call center, as well as an interactive website. These efforts will begin in early 2010.

The GEO will advance the Colorado Weatherization Program's outreach by doing the following:

- Provide communications guidance and assistance to weatherization agencies throughout the state. Strategies may include:
  - Assisting agencies with developing and implementing local outreach plans.
  - Partnering with area human service organizations, churches, schools, businesses, utilities and community action groups.
  - Providing agencies with clear and effective messaging and communications guidance through outreach materials, press relations assistance and tools.
- Complement local agency outreach efforts with statewide and regional strategies. Strategies may include:
  - Targeted, bilingual media campaigns using traditional and non-traditional media
  - Centralized call center and referral processes
  - An interactive website to communicate services to qualified households
  - Event marketing
  - Press relations, earned media, media events
  - Public service announcements
  - Client education materials
  - Program credibility materials (hats, signs for trucks, etc.)

### **Local Agency Outreach Expectations**

As the GEO continues to do outreach we expect interest in the GEO Weatherization Program to grow. Below are the GEO's outreach expectations of the local agencies.

- The marketing firm will help us streamline our message and outreach efforts. Because of this, we would like to limit the amount of money spent at an agency level on marketing and outreach. If an agency wants create its own outreach budget, we expect the agency to justify why the GEO marketing firm cannot provide these resources.

- Please refer to GEO-WX Policies and Procedures regarding outreach. Specifically, GEO-WX-202 and GEO-WX-301.1.
- It is the responsibility of the local agency to anticipate increased interest in the Weatherization Program and to plan accordingly. Please consider budget line times such as staffing, postage, and supplies.